

Rep Order# 9797254 Ver# 1 Status New Traffic Order# Printed: 08/20/2012 10:35 AM 1 of 4

EC'd Yes Last Received: 08/17/2012 4:12 PM

Showing Buylines: All Lines

Station WOAI-TV SAN ANTONIO
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE 2012
Estimate# 3010
Buyer MICHELE MORIE
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3010
Flight Dates 09/07/2012 - 09/13/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*NO 9/11 SPOTS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER -PLS CHECK & CONFIRM-THANKS -KAT

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	F	5A-6A	NEWS 4 WOAI-5A		:30	\$200.00	09/07-09/07	1	1	1	\$200.00	
Rating: 1.7												
2	M	5A-6A	NEWS 4 WOAI-5A		:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
Rating: 1.7												
3	M	5A-6A	NEWS 4 WOAI-5A		:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
Rating: 1.7												
4	W	5A-6A	NEWS 4 WOAI-5A		:30	\$200.00	09/12-09/12	1	1	1	\$200.00	
Rating: 1.7												
5	TH	5A-6A	NEWS 4 WOAI-5A		:30	\$200.00	09/13-09/13	1	1	1	\$200.00	
Rating: 1.7												
6	M	6A-7A	NEWS 4 WOAI-6A		:30	\$650.00	09/10-09/10	1	1	1	\$650.00	
Rating: 2.6												
7	W	6A-7A	NEWS 4 WOAI-6A		:30	\$650.00	09/12-09/12	1	1	1	\$650.00	
Rating: 2.6												

Buyline Comment: MAX SEP

Station WOAI-TV SAN ANTONIO
 Advertiser () POLITICAL ISSUE GROU
 Product NRCC IE 2012
 Estimate# 3010
 Buyer MICHELE MORIE
 Phone#
 Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 155/426/3010
 Flight Dates 09/07/2012 - 09/13/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () KATHRYN SARDINSKY
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	W	6P-630P	NEWS4 WOAI-6P	:30	\$1,100.00	09/12-09/12	1	1	1	\$1,100.00	
Rating: 3.0												
	20	M	630P-7P	NEWS4 WOAI-630	:30	\$850.00	09/10-09/10	1	1	1	\$850.00	
Rating: 3.0												
	21	W	630P-7P	NEWS4 WOAI-630	:30	\$850.00	09/12-09/12	1	1	1	\$850.00	
Rating: 3.0												
	22	TH	630P-7P	NEWS4 WOAI-630	:30	\$850.00	09/13-09/13	1	1	1	\$850.00	
Rating: 3.0												
	23	SU	5P-530P	NEWS4 WOAI-5P	:30	\$500.00	09/09-09/09	1	1	1	\$500.00	
Rating: 3.0												
	24	W	930P-10P	GUYS WITH KIDS (OTC)	:30	\$1,600.00	09/12-09/12	1	1	1	\$1,600.00	
Rating: 3.0												
	25	SU	7P-11P	NBC SUN NFL GAME	:30	\$6,500.00	09/09-09/09	1	1	1	\$6,500.00	
Rating: 10.0												
	26	SA	10P-1035P	NEWS4 WOAI-10P<	:30	\$1,150.00	09/08-09/08	1	1	1	\$1,150.00	
Rating: 3.6												

---REPORT TOTALS---
 Report Totals: 26 / \$21,150.00

---SALES MONTHLY TOTALS---
 Sep 12: 26 / \$21,150.00
 Sales Totals: 26 / \$21,150.00

4 of 4

Printed: 08/20/2012 10:35 AM
Last Received: 08/17/2012 4:12 PM
Showing Buylines: All Lines

Traffic Order#

Ver#	1	Status	New
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Rep Order#	9797254
EC'd	Yes

Station	WOAL-TV	SAN ANTONIO	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	
Advertiser	()	POLITICAL ISSUE GROU		815 SLATERS LANE	Sales Office	() WASHINGTON
Product	NRCC IE 2012		Agency C/P1/P2/E	ALEXANDRIA, VA 22314	Salesperson	() KATHRYN SARDINSKY
Estimate#	3010		Flight Dates	155/426/3010		
Buyer	MICHELE MORIE		Hiatus Weeks	09/07/2012 - 09/13/2012	Salesperson Phone#	202-955-5342
Phone#					Salesperson FAX#	

Station Totals: 26 / \$21,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$141,000	CABL 0%	IOAI 0%	KABB 10%	KCWX 0%	KENS 41%
		KMYS 0%	KPYL 0%	KSAT 34%	KWEX 0%	UNKN 0%
		WOAI 15%				

Books	null
Demos	RA3564

ORDER



WOAI-TV

Orders	Order / Rev:	50511	
	Alt Order #:	9797254	
	Product Desc:	NRCC IE 2012/POLITICAL ISSUE	
	Estimate:	3010	
	Flight Dates:	09/07/12 - 09/13/12	Primary AE: Millennium Washington DC
	Original Date / Rev:	08/20/12 / 08/20/12	Sales Office: MNAT
	Order Type:	GENERAL	Sales Region: National

Agency	Name:	National Media Research Planning	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		815 Slaters Lane	Billing Cycle: EOM/EOC
		Alexandria, VA 22314	Agency Commission: 15%

Advertiser	Name:	NRCC IE 2012	
	Demographic:	HH	New Business Thru:
	Product Codes:	Issues/Propositions	Order Separation: 00:15:00
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, POL-ISS, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/13/12	26	\$21,150.00	\$17,977.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$21,150.00	\$17,977.50	0.00
Totals	26	\$21,150.00	\$17,977.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOAI-TV	15%	\$21,150.00
Market	100%	\$141,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	10%	\$14,100.00
KENS	41%	\$57,810.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	34%	\$47,940.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	09/07/12	09/07/12	Local 5a News	CM	5:00 AM-6:00 AM	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				Local 5a News											

NEWS 4 WOAI-5A

Order / Rev: 50511
 Alt Order #: 9797254
 Flight Dates: 09/07/12 - 09/13/12

Advertiser: NRCC IE 2012
 Product Desc: NRCC IE 2012/POLITICAL ISSUE
 Estimate: 3010
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	09/07/12	09/07/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM ----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 4 WOAI-5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$200.00		0.00			
E 2	WOAI	09/10/12	09/10/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 4 WOAI-5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$200.00		0.00			
E 3	WOAI	09/10/12	09/10/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 4 WOAI-5A MAX SEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$200.00		0.00			
E 4	WOAI	09/12/12	09/12/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM --W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 4 WOAI-5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$200.00		0.00			
E 5	WOAI	09/13/12	09/13/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM ---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NEWS 4 WOAI-5A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$200.00		0.00			
E 6	WOAI	09/10/12	09/10/12	Local 6a News Local 6a News	CM	6:00 AM-7:00 AM M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
NEWS 4 WOAI-6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$650.00		0.00			
E 7	WOAI	09/12/12	09/12/12	Local 6a News Local 6a News	CM	6:00 AM-7:00 AM --W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
NEWS 4 WOAI-6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$650.00		0.00			
E 8	WOAI	09/07/12	09/07/12	Today Show Today Show	CM	7:00 AM-8:00 AM ----F-- (7:00 AM-8:00 AM)	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$650.00		0.00			
E 9	WOAI	09/12/12	09/12/12	Today Show Today Show	CM	7:00 AM-8:00 AM --W---- (7:00 AM-8:00 AM)	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$650.00		0.00			
E 10	WOAI	09/08/12	09/08/12	Sat Today Show Sat Today Show	CM	6:00 AM-8:00 AM -----S-	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
SATURDAY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$175.00		0.00			
E 11	WOAI	09/08/12	09/08/12	PGA PGA	CM	11:00 AM-2:30 PM -----S- (11:00 AM-2:30 PM)	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
PGA: BMW CHAMPIONSHIP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$500.00		0.00			
E 12	WOAI	09/09/12	09/09/12	PGA PGA	CM	1:00 PM-5:00 PM -----S (1:00 PM-5:00 PM)	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
PGA: BMW CHAMPIONSHIP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S				1	\$500.00		0.00			
E 13	WOAI	09/07/12	09/07/12		CM	4:00 PM-5:00 PM ----F--	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00

Order / Rev: 50511
 Alt Order #: 9797254
 Flight Dates: 09/07/12 - 09/13/12

Advertiser: NRCC IE 2012
 Product Desc: NRCC IE 2012/POLITICAL ISSUE
 Estimate: 3010
 WOA-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 4p-5p Judge Judy														
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	----F--				1	\$375.00		0.00			
E 14	WOAI	09/10/12	09/10/12	M-F 4p-5p Judge Judy	CM	4:00 PM-5:00 PM M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----				1	\$375.00		0.00			
E 15	WOAI	09/12/12	09/12/12	M-F 4p-5p Judge Judy	CM	4:00 PM-5:00 PM --W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$375.00		0.00			
E 16	WOAI	09/12/12	09/12/12	M-F 4p-5p Judge Judy	CM	4:00 PM-5:00 PM --W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$375.00		0.00			
E 17	WOAI	09/13/12	09/13/12	M-F 4p-5p Judge Judy	CM	4:00 PM-5:00 PM ---T---	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---				1	\$375.00		0.00			
E 18	WOAI	09/07/12	09/07/12	Local 6p News Local 6p News M-F	CM	6:00 PM-6:30 PM ----F--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
NEWS4 WOAI-6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	----F--				1	\$1,100.00		0.00			
E 19	WOAI	09/12/12	09/12/12	Local 6p News Local 6p News M-F	CM	6:00 PM-6:30 PM --W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
NEWS4 WOAI-6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$1,100.00		0.00			
E 20	WOAI	09/10/12	09/10/12	Local 630p News Local 6:30p News M-F	CM	6:30 PM-7:00 PM M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
NEWS4 WOAI-630														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----				1	\$850.00		0.00			
E 21	WOAI	09/12/12	09/12/12	Local 630p News Local 6:30p News M-F	CM	6:30 PM-7:00 PM --W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
NEWS4 WOAI-630														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$850.00		0.00			
E 22	WOAI	09/13/12	09/13/12	Local 630p News Local 6:30p News M-F	CM	6:30 PM-7:00 PM ---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
NEWS4 WOAI-630														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	---T---				1	\$850.00		0.00			
E 23	WOAI	09/09/12	09/09/12	Local 5p News Su Local 5p News Su	CM	5:00 PM-5:30 PM -----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
NEWS4 WOAI-5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	-----S				1	\$500.00		0.00			
E 24	WOAI	09/12/12	09/12/12	Wed Reg 1 Wed Reg 1	CM	6.58p-8p --W----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
ROS PRIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	--W----				1	\$1,600.00		0.00			
E 25	WOAI	09/09/12	09/09/12		CM	7:00 PM-11:00 PM-----S	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00

Order / Rev: 50511
 Alt Order #: 9797254
 Flight Dates: 09/07/12 - 09/13/12

Advertiser: NRCC IE 2012
 Product Desc: NRCC IE 2012/POLITICAL ISSUE
 Estimate: 3010
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Sunday Night Football															
NBC Sunday Night Football															
NBC SUN NFL GAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1			\$6,500.00		0.00			
E 26	WOAI	09/08/12	09/08/12	Late 10p News Sa	CM	10:00 PM-10:35 PM	-----S-	:30	1	\$1,150.00	P-2	0.00	NM	1	\$1,150.00
				Late 10p News Sa											
NEWS4 WOAI-10P<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1			\$1,150.00		0.00			
													Totals	26	\$21,150.00